Cisco Digital Media Suite: Cisco Digital Media Player 4400G

The Cisco® Digital Media Suite (DMS) is a comprehensive offering of social video, digital signage, and IPTV systems that can help transform how organizations learn, grow, communicate, and collaborate. Support from the broad Cisco partner ecosystem of deployment, solution-development, and content-creation partners helps ensure a successful digital media implementation.

The Cisco Digital Media Player 4400G (DMP 4400G) is an integrated component of the Cisco Digital Media Suite for Cisco Digital Signs and Cisco Cast.

Cisco Digital Media Player

The Cisco Digital Media Player 4400G (Figure 1) is a highly reliable, IP-based digital media player that handles display and playback of compelling, rich digital media--including high-definition live broadcasts or on-demand video, Flash animations, graphics, text tickers, and other web content—across a network of digital signs.

The Cisco Digital Media Player 4400G is fully manageable as a standalone device; however, as part of the integrated Cisco Digital Signs and Cisco Cast systems, it is a powerful, customizable digital media publishing endpoint. Using the Cisco Digital Media Manager (DMM), the centralized management system component of the Cisco Digital Media Suite, you can easily, flexibly, and remotely publish centralized content to networked digital displays. You can attach the Cisco DMP 4400G to virtually any on-premises digital display at any location--for example, in a branch-office bank, retail store, or a break room or lobby--across any geography.

Figure 1. Cisco Digital Media Player 4400G

The Cisco Digital Media Player 4400G supports sophisticated functions such as touchscreens from ELO, 3M, Zytronics, and General Touch along with 802.11 b/g wireless network connectivity. In addition, the output to displays is fully customizable and can include dynamic playlists; the Cisco Cast program guide; division of screen real estate into multiple addressable regions; high-definition (HD) media playback; and remote management of digital displays—on/off, volume, contrast, and brightness. The Cisco DMP 4400G has a small form factor, weighing less than 4.5 pounds (2 kg) and measuring 10 x 8 x 2 inches (254 x 203 x 51 mm).

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Key Features and Benefits

The Cisco Digital Media Player 4400G integrates with the Cisco Digital Media Manager to deliver:

- Standards-based video codec support with MPEG1, MPEG2, and MPEG-4 Part 10, and MP3 audio, all deliverd within MPEG-2 TS over User Datagram Protocol (UDP) or RTP over RTSP (RTP over TCP) in both standard- and high-definition (SD and HD, respectively) formats
- Windows Media 9 and VC-1 Audio and Video codec support for on-demand content delivered over HTTP
- Touchsceen support from market leaders ELO, 3M, Zytronics, and General Touch
- Wireless network connectivity over the 802.11 b/g network standard with the following wireless security protocols:
  - Wi-Fi Protected Access (WPA)
  - WPA2
  - Extensible Authentication Protocol-Flexible Authentication via Secure Tunneling (EAP-FAST)
  - Wired Equivalent Privacy (WEP)
- Flexible, real-time publishing: You can instantly publish and update content across individual or groups of digital displays, and control and schedule the frequency and duration of content playback (day-parting).
- Broadcast Cisco Cast: You can control IP-based broadcast television through the Cisco Digital Media Player Remote Control and on-screen program guide.
- Low ongoing operational costs and ease of use: The management interface was designed with the nontechnical user in mind to keep the required level of training low.
- Speed of deployment: Simplified IT installations that require little additional network expense reduce the burdens of deployment and maintance commonly placed on IT.
- Reliability and power of the network: Tightly integrated with the network, the Cisco Digital Media Player uses the reliability and security of the underlying network as a platform; this appliance-based solution has no moving parts, avoiding security and maintenance concerns associated with PCs.

Cisco Digital Media Player Remote Control

The Cisco Digital Media Player Remote Control (Figure 2) is a small-form-factor, highly functional device optimized to support interactivity with the Cisco DMP 4305G and DMP 4400G systems. This remote allows you to navigate and select the channels and on-demand videos through the Cisco Cast on-screen program guide.

Figure 2. Cisco Digital Media Player 4400G with Remote Control

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Table 1 lists the innovative features and benefits the Cisco Digital Media Player 4400G offers.

Table 1. Features and Benefits of Cisco Digital Media Player 4400G

Feature	Benefit
MPEG 1, 2, and 4 Part 10 in SD and HD, graphics, web content, Adobe Flash 9 animation, Windows Media 9 and VC-1, MP3 Audio, and tickers	• Support for industry-standard MPEG video formats and web content for a compelling digital media experience • Windows Media 9 and VC-1 support for expanded video-on-demand (VoD) support • Audio-only options with support for MP3 audio format
Local storage of 4-GB capacity	• Storage of OS images and content for local playback or failover for greater reliability and robust operation
Touchscreen technology support	• Capabilities to support the connecting of touchscreen-enabled displays to your Cisco DMP 4400G to expand your interactive functions
802.11 B/G wireless network support	• Flexible Cisco Digital Signs deployments through support for wireless network connectivity; new floor plans and relocation of signs can now be simplified with wireless connectivity
IP-enabled delivery of live broadcasting and on-demand video content	• Quick and immediate content changes to react to business needs; no drastic cutover required for organizations moving to a complete IP environment
Remote management of display (on/off, volume, contrast, and brightness)*	• Ability to control critical digital signage display functions remotely, reducing the need for local operations resources
Full-screen video or division of the screen*	• Capability to view video or graphics in full-screen mode • Capability to divide displays into separate regions for multiple content playback windows with text, tickers, graphics, and video
Customizable on-screen presentations	• Customized interface to reflect an organization's brand
Small form factor: 10 x 8 x 2 in. (254 x 203 x 51 mm); weighs 4.5 lb (2 kg)	• Easy to mount to digital displays
15W power consumption (average)	• Low power consumption for higher reliability and reduced capital expenditures (CapEx) and operating expenses (OpEx); environmentally friendly
Integration with Cisco Digital Media Suite, Cisco Application and Content Networking System (ACNS), and Cisco Wide Area Application Services (WAAS) products	• Flexibility spanning the entire digital media value chain: easily layer on other video applications such as Cisco Show and Share (VoD and live webcasting to the desktop user)

*With the Cisco Digital Media Manager; dependent on chosen display technology

Product Specifications

Tables 2 and 3 give specifications and device manager client requirements, respectively, for the Cisco Digital Media Player 4400G.

Table 2. Cisco Digital Media Player 4400G Product Specifications

Product Parameter	Specification
Supported protocols	• FTP and Secure FTP (SFTP) • HTTP and HTTPS • User Datagram Protocol (UDP) • Real-Time Transport Protocol (RTP) over Real Time Streaming Protocol (RTSP)
Video containers	• MPEG Transport Stream (TS, TP, TRP, M2T, M2TS, and MTS) • ASF • WMV
Video codecs	• Video MPEG1 • Video MPEG2: Main Profile at High Level • Video MPEG4 Part 10 Baseline and Main profiles • Video Windows Media 9 and VC-1 – VoD only • Aspect ratio: 4:3 and 16:9 • HD (up to 1080p at 16:9) progressive and interlace video resolution • Video data rate up to 28 Mbps • Overall delay 1–3 sec Note: Please consult other Cisco documentation or your local Cisco representative for exact audio codec, video codec, resolution, bit rate, and encapsulation combinations.

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<table>
<tr><td>Audio codecs</td><td colspan="2">• Audio MPEG1 Layers 1 and 2
• MP3
• MPEG4 AAC Low Complexity
• AC-3
• Audio data rate: 64–320 kbps
Note: Please consult other Cisco documentation or your local Cisco representative for exact audio codec, video codec, resolution, bit rate, and encapsulation combinations.</td></tr>
<tr><td rowspan="6">Physical connectors</td><td colspan="2">Ethernet copper 10/100/1000BASE-T, RCA Video, S-Video, Mini 3.5-mm Stereo Audio Jack, SPDIF, HDMI, and RS-232 and USB</td></tr>
<tr><td>Cable Type*</td><td>Maximum Supported Cable Length</td></tr>
<tr><td>Composite or RCA cable</td><td>10 ft (2m)</td></tr>
<tr><td>HDMI 1.1**</td><td>16 ft (5m)</td></tr>
<tr><td>S-Video</td><td>10 ft (2m)</td></tr>
<tr><td>USB 2.0 (2)</td><td>15 ft (5m)</td></tr>
<tr><td>Wireless connectivity</td><td>Wireless Radio</td><td>Security Protocols</td></tr>
<tr><td></td><td>802.11 B/G support</td><td>WPA, WPA2, EAP-FAST, and WEP</td></tr>
<tr><td>Remote control</td><td>Transmitter Type</td><td>Maximum Supported Distance</td></tr>
<tr><td></td><td>Infrared (IR)</td><td>15 ft (4.57m)</td></tr>
<tr><td rowspan="5">Touchscreen support</td><td>Vendor</td><td>Supported Systems</td></tr>
<tr><td>3M</td><td>Touch Sensor and Systems:
3M MicroTouch ClearTek II touch sensor
3M MicroTouch System SCT3250CX
3M MicroTouch Sensor SCT7650
3M MicroTouch System SCT3250SX
3M MicroTouch Capacitive TouchSense System
3M MicroTouch DST touch system

Display Systems:
3M MicroTouch Display M1500SS (15 in.)
3M MicroTouch Display M1700SS (17 in.)
3M MicroTouch CT150 15-in. LCD Touch Monitor
3M MicroTouch ChassisTouch 17-in. LCD Touch Monitor</td></tr>
<tr><td>ELO</td><td>All Acoustic Pulse Recognition systems</td></tr>
<tr><td>Zytronics</td><td>Zybrid Screen systems</td></tr>
<tr><td>General Touch</td><td>All systems supported by the ST6001S controller</td></tr>
<tr><td>Functional</td><td colspan="2">Video in:
• MPEG1, MPEG2, MPEG4 Part 10, Windows Media 9, and VC-1
Audio in:
• Transport stream: Up to 6 audio packet IDs (part numbers) in transport stream
• MP3
Video out:
• Analog video (composite and S-Video)
• Digital video (HDMI 1.1)
Audio out:
• Analog unbalanced audio (mono and stereo)
• MPEG1 Layer 2: Selected; packet IDs in transport stream (1 of 6)
MPEG4 AAC and AC-3
• Selected elementary audio (1 of 6)</td></tr>
<tr><td>Power</td><td colspan="2">Input voltage:
• 12V
Input current:
• 3 ADC
Power consumption:
• Peak: 30W; average: 15W</td></tr>
<tr><td>Flash memory</td><td colspan="2">• 4-GB CF-card with endurance of 1,000,000 write/erase cycles for OS images and application storage</td></tr>
</table>

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Environmental	Operating temperature: • 41 to 104°F (5 to 40°C) • Passed 500-hour test of the uninterrupted video playback in 125.6°F (52°C) dry-heat environment Humidity: • 20 to 80% noncondensing

* Cable quality can be a factor.
** An HDMI extender product can be used to extend the cable to 150 ft.

Table 3. Cisco Digital Media Player 4400G Device Manager Client Requirements

Component	Requirements
Browser	Windows • Internet Explorer 6.0 or later, or Firefox 1.5 or later recommended Linux or UNIX • Firefox 1.5 through 3.0 recommended Apple Macintosh • Firefox 1.5 through 3.0 recommended

Ordering Information

Table 4 provides ordering information for the Cisco Digital Media Player 4400G.

Table 4. Cisco Digital Media Player 4305G Ordering Information

Product Name	Part Number
Cisco Digital Media Player 4400G **(Note: Includes Cables Accessory Kit)**	DMP-4400G-52-K9
Digital Signage User Lic. for DMP 4400G	DMP-SW52-K9
Cisco Digital Media Player Remote Spare	DMP-RM-K9=
Digital Media Player V5-V5.1 Perptl. SW Upgrade	DMP-SW52-U-K9
Spares	
Cisco Digital Media Player 4400G, Cables Accessory Kit, Spare **(Note: A Cables Accessory Kit is already included with the Cisco Digital Media Player 4400G. This Spare Kit is an additional cost.)**	DMP4400-ACC-KIT
Cisco Digital Media Player Remote Spare	DMP-RM-K9=

Cisco Services

Cisco and our partners provide a broad portfolio of intelligent, personalized services and support that can help you realize the full value of your video investment, increase business agility and network availability. This portfolio of services drives business transformation through a network-based collaboration platform that enables business to collaborate anywhere, anytime. For more information about these services, visit: http://www.cisco.com/go/services/digitalmedia.

For More Information

For more information about the Cisco Digital Media Suite, visit http://www.cisco.com/go/dms or contact your local Cisco account representative.

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